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09/875,841	06/06/2001	Michael Goldstein	1033-99	7963
35811	7590	07/05/2006	EXAMINER CHANDLER, SARA M	
IP GROUP OF DLA PIPER RUDNICK GRAY CARY US LLP 1650 MARKET ST SUITE 4900 PHILADELPHIA, PA 19103			ART UNIT 3693	PAPER NUMBER

DATE MAILED: 07/05/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

09/875,841

Applicant(s)

GOLDSTEIN, MICHAEL

Examiner

Sara Chandler

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 06/06/01.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-17 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-17 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 27 August 2002 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

## **DETAILED ACTION**

### ***Drawings***

New corrected drawings in compliance with 37 CFR 1.121(d) are required in this application because several of the words are not legible because of small font and distorted letters. Applicant is advised to employ the services of a competent patent draftsman outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

### ***Specification***

Applicant is reminded of the proper format for an abstract of the disclosure. The abstract should be in narrative form and generally limited to a single paragraph on a separate sheet within the range of 50 to 150 words. It is important that the abstract not exceed 150 words in length since the space provided for the abstract on the computer tape used by the printer is limited.

The abstract of the disclosure is objected to because of undue length. Correction is required. See MPEP § 608.01(b).

### ***Claim Objections***

Claim 17 is objected to because of the following informalities: Claim 17 is improper because it depends from a non-existent claim and because it fails to depend from a preceding claim. Appropriate correction is required.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148

USPQ 459 (1966), that are applied for establishing a background for determining

obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

**Claims 1-15** are rejected under 35 U.S.C. 103(a) as being unpatentable over Wolfe, US Pat. No. 6,282,517 in view of Dahod, US Pat. No. 6,574,608 and further in view of Koopersmith, US Pub. No. 2001/0042002.

**Re Claim 1:** Wolfe discloses method of facilitating a transaction between a buyer and a plurality of sellers for a product sold at quoted rate comprising the steps of:

establishing an information exchange system for exchanging information between said buyer and said plurality of sellers, said information exchange system being independent of said buyer and said plurality of sellers (Wolfe, col. 4, lines 31-34- "computerized purchase request communication system");

establishing a profile for said buyer in said information exchange system, said profile containing buyer information (Wolfe, col. 5, lines 34-39-"The Data Center system utilizes a database to store dealer information, *buyer information...*"; col. 6, lines 28-34);

establishing an individual seller profile for each of said independent plurality of sellers

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in said information exchange system, each of said individual seller profiles containing seller information for said individual seller, said product information for at least one of said products offered by said individual seller, and statistics for said individual seller (Wolfe, col. 2, lines 35-44; col. 4, lines 49-67; col. 5, lines 34-39- "The Data Center system utilizes a database to store *dealer information*, buyer information..."); and compiling said product information from said individual seller profiles using said buyer information and said seller information (Wolfe, col. 5, lines 34-39 "The Data Center system utilizes a database to store dealer information, buyer information, and program logic, for example, to associate the potential buyer to a specific dealer").

Wolfe fails to explicitly disclose a method comprising the steps of  
receiving a request for product information from said buyer;  
transmitting said product information to said buyer;  
receiving a rate request for said product from said buyer based upon said product information;  
forwarding said rate request to said independent plurality of sellers;  
receiving a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal; and  
forwarding said reply to said buyer.

Dahod discloses a method comprising the steps of:  
receiving a request for product information from said buyer (Dahod, abstract, col. 2, lines 30-38-"Potential buyers post descriptions of products and services they desire on

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the Web site, along with any other personal information (typically other than contact information) that may better qualify their wants to the sellers.”);

transmitting said product information to said buyer (Dahod, col. 2, lines 14-17; col. 2, lines 38-42-“The responses preferably include information identifying the seller and describing the product or service offered by the seller.”);

Dahod fails to explicitly disclose a method comprising the steps of:  
receiving a rate request for said product from said buyer based upon said product information;  
forwarding said rate request to said independent plurality of sellers;  
receiving a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal; and  
forwarding said reply to said buyer.

Koopersmith discloses a method comprising the steps of:  
receiving a rate request for said product from said buyer based upon said product information (Koopersmith, [0009]-“*the consumer publishes to a plurality of suppliers a request to purchase a particular product or service at a particular price*” [0022]);  
forwarding said rate request to said independent plurality of sellers (Koopersmith, [0009]-“*the consumer publishes to a plurality of suppliers a request to purchase a particular product or service at a particular price*” [0022]);  
receiving a reply from at least one of said sellers, wherein said reply may contain one

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or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal (Koopersmith, [0009]- “If *any of the suppliers* desires to sell the product or service at the *price specified by the consumer*, that supplier responds to the consumer’s request...”); and

forwarding said reply to said buyer (Koopersmith, [0009]- “The consumer then accepts a suitable offer and consummates the transaction. Inherently, the offer is forwarded to the buyer in order for it to be accepted) .

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the method of Wolfe by adopting the teachings of Dahod and Koopersmith to provide a method of facilitating a transaction between a buyer and a plurality of sellers for a product sold at quoted rate comprising the steps of: establishing an information exchange system for exchanging information between said buyer and said plurality of sellers, said information exchange system being independent of said buyer and said plurality of sellers; establishing a profile for said buyer in said information exchange system, said profile containing buyer information; establishing an individual seller profile for each of said independent plurality of sellers in said information exchange system, each of said individual seller profiles containing seller information for said individual seller, said product information for at least one of said products offered by said individual seller, and statistics for said individual seller; receiving a request for product information from said buyer; compiling said product information from said individual seller profiles using said buyer information and said seller information; transmitting said product information to said buyer; receiving a rate request for said

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product from said buyer based upon said product information; forwarding said rate request to said independent plurality of sellers; receiving a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal; and forwarding said reply to said buyer.

One would have been motivated to modify Wolfe in order to improve customer satisfaction and to provide buyers with a way to reach a large number of sellers.

**Re Claims 2:** Wolfe discloses a method further comprising the steps of:

establishing a special offer seller profile for at least one special offer sellers in said information exchange system, said special offer seller being independent of said information exchange system; wherein said special offer seller profile contains seller information for said special offer seller, special offer formation for at least one product offered by said special offer seller, and statistics for said special offer seller (Wolfe, col. 2, lines 35-44; col. 4, lines 49-67; col. 5, lines 34-39- "The Data Center system utilizes a database to store *dealer information*, buyer information...")

Wolfe fails to explicitly disclose a method further comprising the steps of: transmitting at least one of said special offers to said buyer based upon said buyer information.

Dahod discloses a method further comprising the steps of: transmitting at least one of said special offers to said buyer based upon said buyer



information (Dahod, col. 2, lines 14-17; col. 2, lines 38-42-"The responses preferably include information identifying the seller and describing the product or service offered by the seller.").

It would have been obvious to one of ordinary skill in the art at the time of the invention modify the method of Wolfe by adopting the teachings of Dahod to provide a method further comprising the steps of: establishing a special offer seller profile for at least one special offer sellers in said information exchange system, said special offer seller being independent of said information exchange system; wherein said special offer seller profile contains seller information for said special offer seller, special offer formation for at least one product offered by said special offer seller, and statistics for said special offer seller; and transmitting at least one of said special offers to said buyer based upon said buyer information.

One would have been motivated to modify Wolfe in order to improve customer satisfaction and to provide buyers with a way to reach a large number of sellers.

**Re Claim 3:** Wolfe discloses a method further comprising the steps of:

establishing a seller group profile for at least one seller group in said information exchange system, said seller group being independent of said information exchange system; wherein said seller group profile contains seller group information for said seller group, offer formation for at least one product offered by said seller group, and statistics for said seller group (Wolfe, col. 2, lines 35-44; col. 4, lines 49-67; col. 5, lines 34-39-"The Data Center system utilizes a database to store *dealer information*, buyer information...").

Wolfe fails to explicitly disclose a method further comprising the steps of: transmitting at least one of said seller group offers to said buyer based upon said buyer information (Wolfe, col. 2, lines 14-17; col. 2, lines 38-42-"The responses preferably include information identifying the seller and describing the product or service offered by the seller.").

Dahod discloses a method further comprising the steps of: transmitting at least one of said seller group offers to said buyer based upon said buyer information (Dahod, col. 2, lines 14-17; col. 2, lines 38-42-"The responses preferably include information identifying the seller and describing the product or service offered by the seller.").

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the method of Wolfe by adopting the teachings of Dahod and Koopersmith to provide a method further comprising: establishing a special offer seller profile for at least one special offer sellers in said information exchange system, said special offer seller being independent of said information exchange system; wherein said special offer seller profile contains seller information for said special offer seller, special offer formation for at least one product offered by said special offer seller, and statistics for said special offer seller; and transmitting at least one of said special offers to said buyer based upon said buyer information.

One would have been motivated to modify Wolfe in order to improve customer satisfaction and to provide buyers with a way to reach a large number of sellers.

**Re Claim 4:** Wolfe discloses a method wherein said buyer information comprises buyer preferences (Wolfe, Figs. 4,8- e.g., vehicle make,model,year; col. 5, lines 34-39-"The Data Center system utilizes a database to store dealer information, *buyer information...*"; col. 6, lines 28-34).

**Re Claim 5:** Wolfe discloses a method wherein said product is suitable for any product (Wolfe, col. 5, lines 27-33 "Even though the invention is suitable for communicating a purchase request for any product, the invention will be further disclosed in the context of communicating a purchase request for a vehicle in a vehicle sales environment). Wolfe fails to explicitly disclose a method wherein said product is selected from one or more of the group consisting of lodging, airfare, car rental, boat rental, and vacation packages. Official Notice is taken that it is old and well-known that products and services subject to computer and web-based transactions often relate to travel services. For example, Cheap Tickets, Travelocity, AAA). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the method of Wolfe to provide a method wherein said product is selected from one or more of the group consisting of lodging, airfare, car rental, boat rental, and vacation packages. One would have been motivated to modify Wolfe in order to target the large consumer base interested in products and services related to travel available on computer and web-based systems because of the ability to compare products, reduce transaction costs, and take advantage of special offers.

**Re Claim 6:** Wolfe discloses an information exchange system for facilitating a transaction between a buyer and a plurality of sellers for a product sold at quoted rate,

said information exchange system being independent of said buyer and said plurality of sellers, said information exchange system being programmed to:

establish a profile for said buyer, said profile containing buyer information (Wolfe, col. 5, lines 34-39-“The Data Center system utilizes a database to store dealer information, *buyer information...*”; col. 6, lines 28-34); and

establish an individual seller profile for each of said independent plurality of sellers, each of said individual seller profiles containing seller information for said individual seller, said product information for at least one of said products offered by said individual seller, and statistics for said individual seller (Wolfe, col. 2, lines 35-44; col. 4, lines 49-67; col. 5, lines 34-39- “The Data Center system utilizes a database to store *dealer information, buyer information...*”) and

compile said product information from said individual seller profiles using said buyer information and said seller information (Wolfe, col. 5, lines 34-39 “The Data Center system utilizes a database to store dealer information, buyer information, and program logic, for example, to associate the potential buyer to a specific dealer”).

Wolfe fails to explicitly disclose a system programmed to:

- receive a request for product information from said buyer;
- transmit said product information to said buyer;
- receive a rate request for said product from said buyer based upon said product information;
- forward said rate request to said independent plurality of sellers;
- receive a reply from at least one of said sellers, wherein said reply may contain one

or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal; and  
forward said reply to said buyer.

Dahod discloses wherein said system programmed to:  
Receive request for product information from said buyer (Dahod, abstract, col. 2, lines 30-38-"Potential buyers post descriptions of products and services they desire on the Web site, along with any other personal information (typically other than contact information) that may better qualify their wants to the sellers.");  
transmit said product information to said buyer (Dahod, col. 2, lines 14-17; col. 2, lines 38-42-"The responses preferably include information identifying the seller and describing the product or service offered by the seller.");

Dahod fails to explicitly disclose a system programmed to::  
receive a rate request for said product from said buyer based upon said product information;  
forward said rate request to said independent plurality of sellers;  
receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal; and  
forward said reply to said buyer.

Koopersmith discloses a system comprising the steps of:  
receive a rate request for said product from said buyer based upon said product

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information (Koopersmith, [0009]-*"the consumer publishes to a plurality of suppliers a request to purchase a particular product or service at a particular price"* [0022]);

forward said rate request to said independent plurality of sellers (Koopersmith, [0009]-*"the consumer publishes to a plurality of suppliers a request to purchase a particular product or service at a particular price"* [0022]);

receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal (Koopersmith, [0009]- *"If any of the suppliers desires to sell the product or service at the price specified by the consumer, that supplier responds to the consumer's request..."*); and

forward said reply to said buyer (Koopersmith, [0009]- *"The consumer then accepts a suitable offer and consummates the transaction. Inherently, the offer is forwarded to the buyer in order for it to be accepted"*).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Wolfe by adopting the teachings of Dahod and Koopersmith to provide a information exchange system for facilitating a transaction between a buyer and a plurality of sellers for a product sold at quoted rate, said information exchange system being independent of said buyer and said plurality of sellers, said information exchange system being programmed to: establish a profile for said buyer, said profile containing buyer information; establish an individual seller profile for each of said independent plurality of sellers, each of said individual seller profiles containing seller information for said individual seller, said product information for at

least one of said products offered by said individual seller, and statistics for said individual seller; receive a request for product information from said buyer; compile said product information from said individual seller profiles using said buyer information and said seller information; transmit said product information to said buyer; receive a rate request for said product from said buyer based upon said product information; forward said rate request to said independent plurality of sellers; receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal; and forward said reply to said buyer.

One would have been motivated to modify Wolfe in order to improve customer satisfaction and to provide buyers with a way to reach a large number of sellers.

**Re Claim 7:** Claim 7 contains features or limitations present in claim 2 and is similarly rejected.

**Re Claim 8:** Claim 8 contains features or limitations present in claim 3 and is similarly rejected.

**Re Claim 9:** Claim 9 contains features or limitations present in claim 4 and is similarly rejected.

**Re Claim 10:** Claim 10 contains features or limitations present in claim 5 and is similarly rejected.

**Re Claim 11:** Wolfe discloses an information exchange system for facilitating a transaction between a buyer and a plurality of sellers for a product sold at quoted rate,

wherein said information exchange system is independent of said buyer and said plurality of sellers; said information exchange system comprising:

a data source (Wolfe, abstract; col. 5, lines 34-42-"data Center sytem");

a user interface in communication with said data source, said user interface being programmed to (Wolfe, abstract- "A Data Center system has a system database, a buyer interface, and a dealer interface."; col. 2, lines 15-21; col. 2, lines 66+-col. 3, line 1; col. 4, line 30-38):

i) establish an individual seller profile for each of said independent plurality of sellers in said data source, each of said individual seller profiles containing seller information for said individual seller, said product information for at least one of said products offered by said individual seller, and statistics for said individual seller (Wolfe, col. 2, lines 35-44; col. 4, lines 49-67; col. 5, lines 34-39- "The Data Center system utilizes a database to store *dealer information*, buyer information...");

ii) establish a profile in said data source for said buyer containing buyer information (Wolfe, col. 5, lines 34-39-"The Data Center system utilizes a database to store dealer information, *buyer information*..."; col. 6, lines 28-34); and

a data source interface in communication with said user interface and said data source, said data source interface being programmed

to compile said product information from said individual seller profiles using said buyer information and said seller information (Wolfe, col. 5, lines 34-39 "The Data Center system utilizes a database to store dealer information, buyer information, and program logic, for example, to associate the potential buyer to a specific dealer"),



Wolfe fails to explicitly disclose an information system comprising:

a user interface in communication with said data source, said user interface being programmed to:

iii) to receive a request for product information from said buyer;

a data source interface in communication with said user interface and said data source, said data source interface being programmed

to transmit said product information to said buyer,

to receive a rate request for said product from said buyer based upon said product information,

to forward said rate request to said independent plurality of sellers,

to receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal,

and to forward said reply to said buyer.

Dahod discloses an information system comprising:

a user interface in communication with said data source, said user interface being programmed to: iii) to receive a request for product information from said buyer (Dahod, abstract, col. 2, lines 30-38-"Potential buyers post descriptions of products and services they desire on the Web site, along with any other personal information (typically other than contact information) that may better qualify their wants to the sellers."); a data source interface in communication with said user interface and said data source, said data source interface being programmed to transmit said product information to said

buyer (Dahod, col. 2, lines 14-17; col. 2, lines 38-42-"The responses preferably include information identifying the seller and describing the product or service offered by the seller."),

Dahod fails to explicitly disclose an information system comprising:  
a data source interface in communication with said user interface and said data source, said data source interface being programmed to receive a rate request for said product from said buyer based upon said product information, to forward said rate request to said independent plurality of sellers, to receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal, and to forward said reply to said buyer.

Koopersmith discloses an information system comprising: a data source interface in communication with said user interface and said data source, said data source interface being programmed to receive a rate request for said product from said buyer based upon said product information (Koopersmith, [0009]-"*the consumer publishes to a plurality of suppliers a request to purchase a particular product or service at a particular price*" [0022]), to forward said rate request to said independent plurality of sellers (Koopersmith, [0009]-"*the consumer publishes to a plurality of suppliers a request to purchase a particular product or service at a particular price*" [0022]), to receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal(Koopersmith, [0009]- "*If any of the suppliers desires to sell the*

product or service at the *price specified by the consumer*, that supplier responds to the consumer's request..."), and to forward said reply to said buyer (Koopersmith, [0009]-  
"The consumer then accepts a suitable offer and consummates the transaction.  
Inherently, the offer is forwarded to the buyer in order for it to be accepted).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Wolfe by adopting the teachings of Dahod and Koopersmith to provide an information system comprising an information exchange system for facilitating a transaction between a buyer and a plurality of sellers for a product sold at quoted rate, wherein said information exchange system is independent of said buyer and said plurality of sellers; said information exchange system comprising: a data source; a user interface in communication with said data source, said user interface being programmed to: i) establish an individual seller profile for each of said independent plurality of sellers in said data source, each of said individual seller profiles containing seller information for said individual seller, said product information for at least one of said products offered by said individual seller, and statistics for said individual seller; ii) establish a profile in said data source for said buyer containing buyer information; and iii) to receive a request for product information from said buyer; a data source interface in communication with said user interface and said data source, said data source interface being programmed to compile said product information from said individual seller profiles using said buyer information and said seller information, to transmit said product information to said buyer, to receive a rate request for said product from said buyer based upon said product information, to forward said rate

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request to said independent plurality of sellers, to receive a reply from at least one of said sellers, wherein said reply may contain one or more selected from the group consisting of said quoted rate, an alternate product proposal, and a refusal, and to forward said reply to said buyer.

One would have been motivated to modify Wolfe in order to improve customer satisfaction and to provide buyers with a way to reach a large number of sellers.

**Re Claim 12:** Claim 12 contains features or limitations present in claim 2 and is similarly rejected.

**Re Claim 13:** Claim 13 contains features or limitations present in claim 3 and is similarly rejected.

**Re Claim 14:** Claim 14 contains features or limitations present in claim 4 and is similarly rejected.

**Re Claim 15:** Claim 15 contains features or limitations present in claim 5 and is similarly rejected.

**Claims 16 and 17** are rejected under 35 U.S.C. 103(a) as being unpatentable over Wolfe, Dahod and Koopersmith as applied to claim 11 above, and further in view of Perkowski, US Pub. No. 2002/0004753 and Esposito, US Pat. No. 6,587,838.

**Re Claim 16:** Wolfe discloses an information exchange system wherein said user interface is a Web server (Wolfe, abstract- "A Data Center system has a system database, a buyer interface, and a dealer interface."; col. 2, lines 15-21; col. 2, lines 66+-col. 3, line 1; col. 4, line 30-38). Wolfe fails to explicitly disclose an information exchange system wherein said data source is a relational database, and said data

source interface is one or more selected from the group consisting of a CGI program, an API, and a set of interface tools for said relational database. Perkowski discloses an information exchange system wherein said data source is a relational database (Perkowski, [0036][0050][0051][0052]). Perkowski fails to explicitly disclose an information exchange system wherein said data source interface is one or more selected from the group consisting of a CGI program, an API, and a set of interface tools for said relational database. Esposito discloses an information exchange system wherein said data source interface is one or more selected from the group consisting of a CGI program, an API, and a set of interface tools for said relational database (Esposito, col. 3, lines 30-33). It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the information exchange system of Wolfe by adopting the teachings of Dahod, Koopersmith, Perkowski and Esposito to provide an information exchange system, wherein said data source is a relational database, said user interface is a Web server, and said data source interface is one or more selected from the group consisting of a CGI program, an API, and a set of interface tools for said relational database. One would have been motivated to modify Wolfe in order to provide easier access to users and to help users manipulate the data.

**Re Claim 17:** Wolfe fails to explicitly disclose an information exchange system, further comprising an email server for communicating among said buyer and said plurality of sellers. Perkowski discloses an information exchange system, further comprising an email server for communicating among said buyer and said plurality of sellers (Perkowski, [0012][0036]). It would have been obvious to one of ordinary skill in the art

at the time of the invention to modify the information exchange system of Wolfe by adopting the teachings of Dahod, Koopersmith, Perkowski and Exposito to provide an information exchange system, further comprising an email server for communicating among said buyer and said plurality of sellers. One would have been motivated to modify Wolfe in order shorten the length of time between communications among the parties; to provide a written record and aid in the overall efficiency of the transactions.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sara Chandler whose telephone number is 571-272-1186. The examiner can normally be reached on 8-4:30.


If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hyung Sough can be reached on 571-272-6799. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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